ABSTRACT OF THE DISCLOSURE

A game production is effected by utilization of a ringing melody registered in a portable terminal apparatus. With reference to a fruit image table (152), a processing section (110) fetches a fruit image corresponding to a ringing melody number assigned to a ringing melody which has been selected previously in accordance with an instruction. The thus-fetched fruit image is provided within a background image (1200) in a step (S1406). Accordingly, the processing section (110) displays the fruit corresponding to the selected ringing melody within a game screen. A production of an image can be controlled in accordance with the selected ringing melody.